

**SERVICE REPORT**

85

Philip Morris U.S.A.

NO.

CLIENT**DATE**

October 24, 1994

PRODUCT

Virginia Slims

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed **Leo Burnett U.S.A.**

This document recounts a meeting held at PM on Wednesday, October 19, 1994.

Philip Morris

Giuseppe D'alessandro
Bob Ferrin
Suzanne LeVan
Wendy Marin
Norma Suter

Leo Burnett

John Buehler
Mara Fizdale
Doug Porter
Doug Ryan
Thomas Smallwood

Purpose: To review majority of comps for 1995 Spring V-Wear, "Turn Up the Brights."

- POS materials for pack and carton promotions
- FSI
- Hang Tag
- Brochure/Flyer

Discussion/Agreements:

- All comps were approved pending the element-specific changes as noted below:

POS - Pack

- Will remove top copy line "Virginia Slims V-Wear. Hot fashion accessories FREE with pack UPSs" and color bar at top of B-Header, poster and display header. This change will help reduce clutter and provide more focus on the main communication point, free post-it notes.
- Price circle die-cut may not be possible on poster. If not possible, new price call out area will be designed. PM to inform LBCo.

POS - Carton

- Price circle die-cut may not be possible on poster. If not possible, new price call out will be designed. PM to inform LBCo.

FSI

- Approved version has V-Wear bug in upper right corner and Marielle as model
- Copy will be revised to link the "Brights" catalog offer and coupon use more tightly (e.g., call for the catalog and get a started collecting UPCs by using coupon below).

Hang Tag

- Approved version has Marielle as model
- Add 800# and copy for consumer service assistance
 - PM to verify feasibility of handling these calls
- Increase type size of "Virginia Slims"

Sticker

- Will revise for larger sticker size (same size as 1993 Fall V-Wear sticker)

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Brochure/Flyer


- PM has selected a new printer for this piece. LB to revise layout with 4/C on both sides and book fold
- Rosie will not be used as feature model, but may be used in piece
- For item descriptions and order form, will select type size that is large enough to be read easily.

Next Steps:

- LB to present revised FSI, brochure/flyer and sticker w/o 10/24
- PM to determine whether 1-800# should be included on hang tag by 10/24
- PM to inform LBCo whether die-cut on posters is possible by 10/24

- A & K will be sent to PM according to the attached schedule

Please call with any questions.


John
x5445

attach.

cc: **LB**
Connie Bulanda
Donna Lukasiewicz
Tom Ramsey
Lenora Rand
Patrick Venetucci

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